

# ***How Can Cycling Contribute?***

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Cycling England



# ***How Can Cycling Contribute?***



# ***Cycling on the up***

- London
- Sustrans Connect 2
- Cycling England funding
- Cycling Demonstration Towns
- Health Agenda
- Global Warming and CO<sub>2</sub>



# ***Cycling cutting carbon***

Assume a 12km round trip commute

5 times/week, 20 times/month, and 210 times/year

Carbon saving compared to average car = 854kg / year\*

\*Potter, Stephen (2004) Transport Energy and Emissions: Urban Public Transport, Ch13



# ***How do we achieve this?***

## Lancashire Travel Behaviour Research\*

- ❑ 46% of trips not by bike are due to physical constraints
- ❑ 27% trips not by bike for a range of subjective reasons
- ❑ Only 2% trips currently by bike
- ❑ Cycling is a viable option for 29% of all trips.

\* Socialdata & Sustrans Baseline Survey 2006



# ***How do we achieve this?***

*“1/3 of all car trips in Preston and Lancaster/Morecambe could be replaced by cycling using existing infrastructure ....*

*.....with a programme of soft measures addressing subjective and motivational barriers to cycling”.*

# *Cycling England*

Set up 2005 to deliver programmes that encourage...

- ❑ *“more people cycling, more safely, more often”*
- ❑ Bikeability
- ❑ Professional Support Team
- ❑ Promoting cycling
- ❑ Cycling Demonstration Towns.



# ***Cycling Demonstration Towns***

- ❑ Launched in 2005
- ❑ £8.4m Government funding initially
- ❑ Bidding Process for first round
- ❑ 6 Towns: Brighton, Darlington, Derby, Exeter, Lancaster and Aylesbury
- ❑ £500K per year each for 3 years.

# ***Cycling Demonstration Towns***

- Targeted and sustained investment
- Spending levels in line with European cities
- £5 per head per year over a sustained period
- Currently UK levels <£1 per head
- What has been achieved?
- Lessons?

# What Has Been Achieved?

Probably the best way  
to travel in Aylesbury



[www.cycleaylesbury.co.uk](http://www.cycleaylesbury.co.uk)

Introducing Aylesbury's  
all new...

**Gemstone** Cycleways  
Network

With £3000 worth of Gemstones to give away!

With 38% more people cycling around Aylesbury and £3000 of gemstones to be won isn't it time you joined the cycling revolution?

Cycle Aylesbury  
It's better by bike

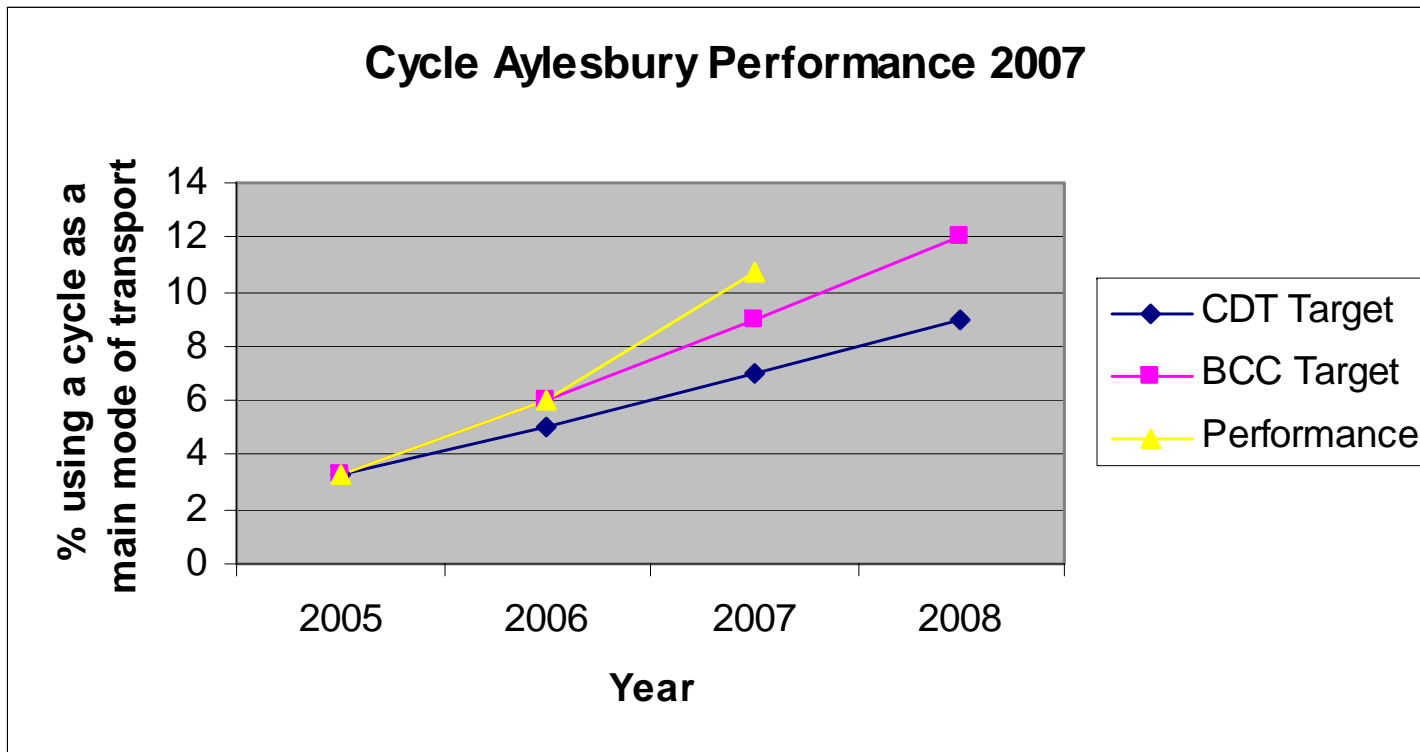


## Aylesbury:

- Promotion
- Promotion
- Promotion



# What Has Been Achieved?



# ***What Has Been Achieved?***



**Brighton & Hove:**  
 Cycle Freeways.



**cycling** *england*

# What Has Been Achieved?



## Brighton & Hove:

- Advanced Stop Lines
- Personalised Travel Planning.



# ***What Has Been Achieved?***

## **Brighton & Hove:**

10,000 households (25,000 people)

6% decrease in Car Trips

**500,000 fewer car trips**

39% increase in Walking Trips

**825,000 more walking trips**

122% increase in Cycling Trips

**175,000 more cycling trips.**



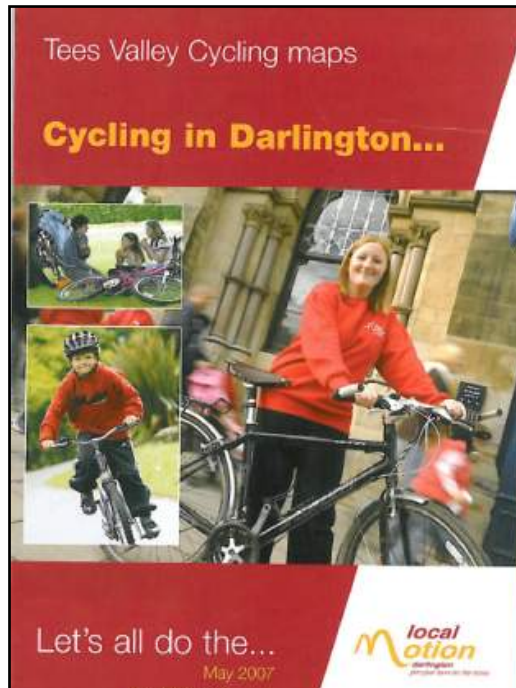
**CYCLING**  
DEMONSTRATION  
**TOWN**



**Brighton & Hove**  
**City Council**

**cycling** *england*

# What Has Been Achieved?



## Darlington:

- Building a network of cycle routes
- Tackling perception of time
- Telling people about cycling
- Motivating people to cycle
- Also a 'Sustainable Travel Town'.



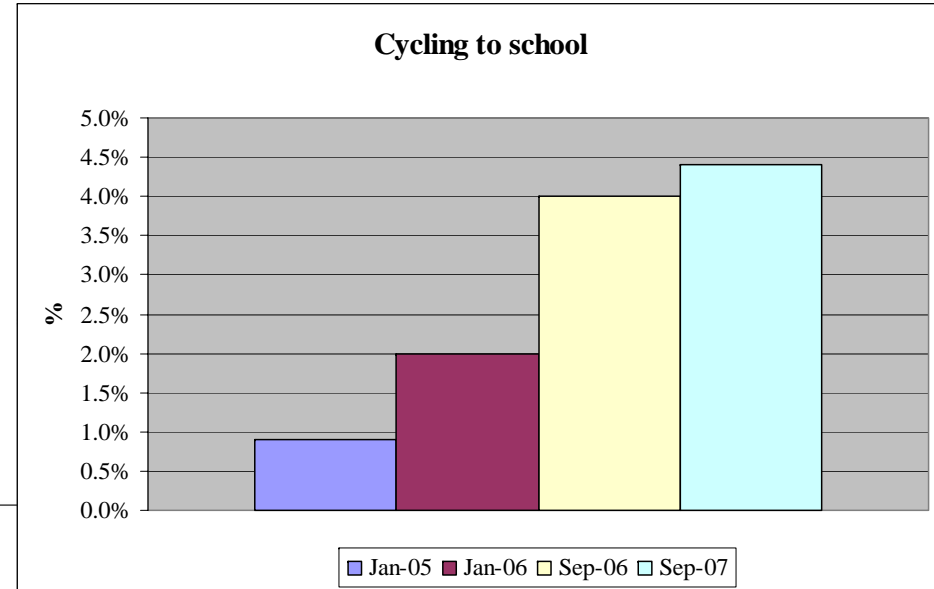
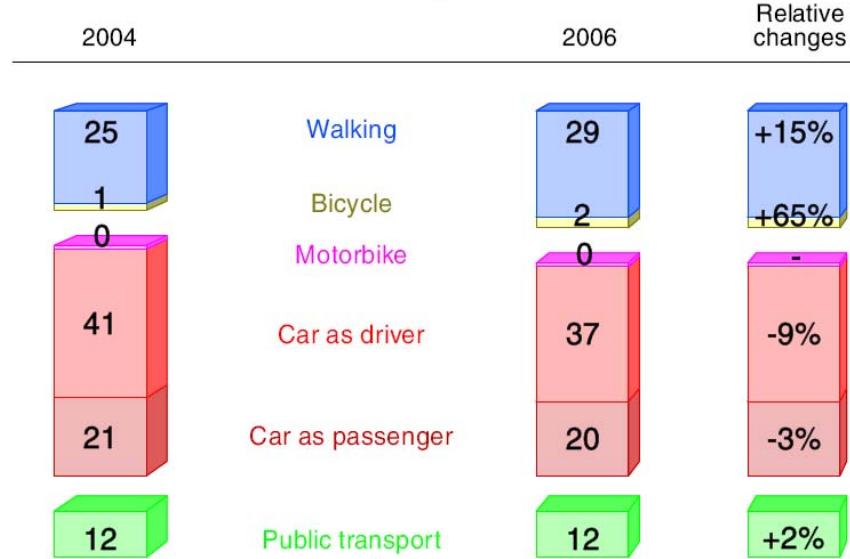


# What Has Been Achieved?

## Darlington

### MODE CHANGES

- Darlington -



# What Has Been Achieved?



## Exeter:

- Infrastructure
- Soft measures
- Training.



# ***What Has Been Achieved?***

<b>Time Period</b>	<b>Growth in cycle trips</b>
<b>2006-2007</b>	<b>Increase of 14%</b>
<b>2005 (baseline) - Present</b>	<b>Increase of 25%</b>



# What Has Been Achieved?



## Lancaster:

- Filling missing links
- Promotion & publicity
- Training
- Travel planning.

# ***What Has Been Achieved?***

## **Lancaster results:**

- ❑ Increase in cycling trips of 7.2% 2006 to 2007
- ❑ 22,505 extra trips.



## ***What lessons have been learned?***

- Quantitative information and research essential
- Not everyone agrees on the 'how'
- Capital projects are difficult and often take longer
- Consultation is key, but is time consuming
- Staff need the right skills – assemble a good team
- Need a mix of both infrastructure and promotion.

# ***What lessons have been learned?***

- Focus on the '*what's in it for me?*'
- Be bold – try new things eg. reallocation of space
- Local ownership is important – help organise events
- Have a 'Grand Plan' from the outset
- Integrate cycling more into the planning process
- Genuine* support from senior management & politicians.

# ***CDT2?***

- ❑ Cycling England £140m additional funding
- ❑ £47m for next round of CDTs
- ❑ 10 towns and 1 city
- ❑ 73 bids received
- ❑ Announcements from Summer 08.



***Thank you – any questions?***

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